Amendments to the Claims:

Please amend claims 1, 3, 4, 7, 10, 12, 13, 16-19, 22, 25, and 26, and cancel claims 5, 6, 14, 15, 27, and 28. Following is a complete listing of the claims pending in the application, as amended:

1.   (Currently amended) A method for calibrating a visual display, the method comprising:

(a)   analyzing a visual display module, the module comprising an array of ~~data points~~pixels;

(b)   determining a ~~color~~ chromaticity value and a ~~brightness~~ luminance value for each ~~data point~~pixel;

(c)   adjusting the ~~color~~chromaticity value and ~~brightness~~ the luminance value for each ~~data point~~ pixel to correspond with a standard ~~color~~chromaticity value and a standard ~~brightness~~luminance value for a given color; and

(d)   calibrating the visual display module with the adjusted ~~data point~~pixel values.

2.   (Original) The method of claim 1, further comprising:

(e)   setting the visual display module image to the color red;

(f)   repeating steps (a) to (c); and

(g)   repeating steps (e) and (f) with the visual display sign image set to green, blue, and white.

3.   (Currently amended) The method of claim 1 wherein the ~~data points~~ pixels are light-emitting diodes.

4.   (Currently amended) The method of claim 1 wherein the process in step (b) for determining the ~~color~~chromaticity value and ~~brightness~~luminance value for each ~~data point~~pixel includes the use of a-an imaging colorimeter.

5.   (Cancelled)

6.   (Cancelled)

7.   (Currently amended) The method of claim 1 wherein the process in step (d) for ~~r~~ecalibrating the visual display module further comprises uploading the corrected ~~data points~~ pixel values to firmware and/or software controlling the visual display module.

8.   (Original) The method of claim 1 wherein steps (a) to (d) take place within a test station.

9.   (Original) The method of claim 1 wherein steps (a) to (d) take place in a darkroom.

10.   (Currently amended) A method for calibrating a visual display, the method comprising:

(a)   analyzing a portion of a visual display module, the portion comprising an array of ~~data points~~pixels;

(b)   determining a ~~color~~ chromaticity value and a ~~brightness~~ luminance value for each ~~data point~~ pixel within the array;

(c)   storing the ~~color~~ chromaticity value and ~~brightness~~ the luminance value for each ~~data point~~pixel;

(d)   repeating steps (a) to (c) for each portion of the visual display module until all portions of the visual display module have been analyzed;

(e)   after all of the ~~data points~~ pixels have been read, calculating correction factors for each ~~data point~~ pixel so that each ~~data point~~ pixel will display the same color;

(f)   applying the correction factors to ~~each~~ the stored ~~data point~~chromaticity and luminance values for each pixel; and

(g)   calibrating the visual display module with the corrected ~~data points~~pixel values.

11.   (Original) The method of claim 10, further comprising:

(h)   setting the visual display module to project the color red;

(i)   repeating steps (a) to (f); and

(j)   repeating steps (h) and (i) with the visual display module set to green, blue, and white.

12.   (Currently amended) The method of claim 10 wherein the ~~data points~~ pixels are light-emitting diodes.

13.   (Currently amended) The method of claim 10 wherein the ~~data points~~ pixels are pixels of a liquid crystal display (LCD).

14.   (Cancelled)

15.   (Cancelled)

16.   (Currently amended) The method of claim 10 wherein the process in step (b) for determining the ~~color~~ chromaticity value and ~~brightness~~ luminance value for each ~~data point~~ pixel includes the use of ~~a~~ an imaging colorimeter.

17.   (Currently amended) The method of claim 10 wherein the process in step (c) for storing the ~~color~~ chromaticity value and ~~brightness~~ luminance value for each ~~data point~~ pixel comprises storing the data in a database.

18.   (Currently amended) The method of claim 10 wherein the process in step (e) for calculating correction factors for each ~~data point~~ pixel includes processing the data using a computer and software.

19.   (Currently amended) The method of claim 10 wherein the process in step (g) for recalibrating the visual display module further comprises uploading the corrected ~~data points~~ pixel values to firmware and/or software controlling the visual display panel.

20. (Original) The method of claim 10 wherein steps (a) to (g) take place within a test station.

21. (Original) The method of claim 10 wherein steps (a) to (g) take place in a darkroom.

22. (Currently amended) An apparatus for analyzing and calibrating a visual display, comprising:

means for capturing an image from a portion of the visual display module;

means for determining ~~the color~~ a chromaticity and ~~brightness~~ a luminance values for each of a plurality of ~~data points~~ pixels from the captured image; and

means for adjusting the ~~color~~ chromaticity and ~~brightness~~ luminance values of each ~~data point~~ pixel to correspond with a standard value of ~~color~~ chromaticity and ~~brightness~~ luminance for a given color.

23. (Original) The apparatus of claim 22 wherein the means for capturing the image comprises a CCD digital camera and lens.

24. (Original) The apparatus of claim 22 wherein the means for capturing the image comprises a CMOS digital camera and lens.

25. (Currently amended) The apparatus of claim 22 wherein the means for determining the ~~color~~ chromaticity and ~~brightness~~ the luminance values for a plurality of ~~data points~~ pixels comprises software loaded in an interface, the interface being operably coupled to both the capturing means and the visual display sign.

26. (Currently amended) The apparatus of claim 22 wherein the means for adjusting the ~~color~~ chromaticity and ~~brightness~~ the luminance values of each of a plurality of ~~data point~~ pixels comprises calculating a set of correction factors to be applied and uploading the correction factors to the visual display module.

27.   (Cancelled)

28.   (Cancelled)